TIME: 3:29
DATE: Monday
SPONSOR: THE PLEASANT TIME JEWELRY STORE
SOLICITOR: L. MOYER

DO YOU KNOW WHAT TIME IT IS? THIS QUESTION --ALTHOUGH HEARD AT LEAST A DOZEN TIMES EACH DAY --IS VERY IMPORTANT. IF YOUR ANSWER IS NO BECAUSE YOUR WATCH HAS STOPPED, OR JUST ISN'T RIGHT--THE PLACE TO TAKE IT FOR PROMPT DEPENDABLE SERVICE IS THE PLEASANT TIME JEWELRY STORE. YOUR WATCH WILL BE CLEANED AND REPAIRED AT THE PLEASANT TIME JEWELRY STORE WITH CARE --AND THE PRICE WILL BE REASONABLE. IF YOU NEED A NEW WATCH BAND YOU'LL BE DELIGHTED WITH THE LARGE ASSORTMENT AT THE PLEASANT TIME JEWELRY STORE. THERE ARE BANDS OF DIFFERENT SHADES OF LEATHER RANGING FROM LIGHT TO DARK, AND ALSO MANY STYLES WITH EXPANDABLE BRACELETS. WHEN YOU TAKE YOUR WATCH TO THE PLEASANT TIME JEWELRY STORE TO BE REPAIRED, WHY NOT TAKE A LOOK AT THEIR NEWLY-OPENED PHOTOGRAPHY DEPARTMENT, WHERE YOUR PICTURES CAN BE DEVELOPED AND READY IN ONLY 24 HOURS. REMEMBER, TO KEEP UP WITH THE TIME/GO TO THE PLEASANT TIME JEWELRY STORE, NOW LOCATED AT 243 MAIN STREET.

ANNOUNCER'S SIGNATURE -Toffy-
DATE: 4/12/54

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS 3:30 P.M.